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23 May 1967  
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MEMORANDUM FOR: Director of Basic Intelligence

SUBJECT : Proposed Reduction of GM Size

1. As you requested, I have looked into the feasibility of changing single-sheet geographic intelligence memoranda (GMs) from the present 8 1/2" x 14" panel size to a conventional 8" x 10 1/2". I find that such a step is not desirable, that it would severely handicap and in some cases bar the production of policy support papers in this successful format.

2. The objective of the GM is to provide policy level officials with a conveniently packaged assessment of the environmental factors that bear on a situation of current concern to the U. S. The publication emphasizes compactness, flexible page design, and a close integration of text and map that is not attainable in conventionally produced reports. Map scale, manuscript length, and thus subject selection and treatment are affected by the size of the paper. GMs produced to date have accordingly been tightly formatted so as to stay within physical bounds and to minimize folds required in the final product.

3. Reduction of GM panels to conventional page size would mean a space loss of 30 percent. Perhaps the best way to evaluate this is to determine what its effect would have been on the 45 GMs produced to date. My conclusions are as follows:

Horizontal pull-out type

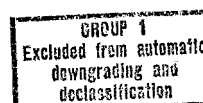
- 4 no change required
- 11 printing required on back
- 13 expansion to double-size sheet with vertical pull-down in addition to horizontal pull-out

Horizontal pull-out combined with vertical pull-down type

- 5 printing required on back
- 12 insufficient space to accomodate the material

In sum, 12 of the 45 GMs possibly could not have been produced at all and 18 others would have been forced into a highly undesirable format (vertical pull-down, and vertical pull-down with printing on back). In addition to the plain

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loss of space, the proposed reduction would generate other complications. First, a smaller format magnifies design problems. At the same time, it handicaps our ability to use existing maps and map bases, and thus increases the custom cartography required. Finally, both of these complications substantially increase the production time required, which already is the major problem in producing GMs.

4. On the basis of these facts, I recommend that GMs be permitted to retain the present 8 1/2" x 14" size.

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